

25 -- LED systems of the present invention may be imbedded in articles of clothing to permit light to be projected from the clothing (Fig. 100). The LEDs may be mounted on a flexible circuit board and covered with latex, vinyl, plastic, cotton, etc. This embodiment includes a method for creating light weight flexible material suited for the construction of clothing. Sandwich of fabrics and silicone are provided, which then are lit by an LED. Conventional clothing using LEDs includes discrete LEDs in the form of words or patterns formed by the points of light. The LED-based clothing of the present invention may light clothing fabric without protruding. The LED-based clothing of the present invention may be controlled via a radio frequency or infrared signal by a remote control or a master controller having a transmitter element. The clothing can be made to fit the wearer in a manner that permits disposition of the LEDs in close proximity over the body, permitting the user's external appearance to be modified, for example to simulate an appearance, such as nudity or a particular type of clothing. The clothing can be paired with a sensor 4123 to allow the LED system to display a condition of the user, such as heart rate, or the like.--

IN THE CLAIMS

Please substitute claims 1, 64, and 68 below for the pending claims with the same numbers. A prior version of claims 1, 64, and 68 with all changes made by the current amendment shown using bolded bracketing and underlining is attached hereto, and is captioned **"VERSION WITH MARKING TO SHOW CHANGES MADE"**.

25 1. (Twice Amended) A method for attracting attention from an observer to a retail display, the method comprising acts of:
providing an LED system to generate light of a range of colors within a color spectrum;
placing the LED system to project the light, when generated, onto the retail display such that the observer sees at least some of the light substantially indirectly via the retail display, and not directly from the LED system; and
generating the light so as to illuminate the retail display.

63 64. (Amended) The article of clothing of claim 45, wherein the LED system includes at least one LED that is adapted to emit light at two or more wavelengths.

68. (Amended) A method for attracting attention from an observer, the method comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;
placing the LED system to project the light, when generated, onto an object such that the observer sees at least some of the light substantially indirectly via the object, and not directly from the LED system, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display; and
generating the light so as to illuminate the object.

Please add new claims 74-76 as follows:

74. (New) An illumination method, comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;
and

placing the LED system to project the light, when generated, onto an object so as to illuminate the object, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display, the LED system being positioned such that at least some of the projected light, upon illumination of the object, is directed to an observer so that the observer sees at least some of the projected light substantially indirectly via the object, and not directly from the LED system.

75. (New) An illumination method, comprising acts of:

providing an LED system to generate light of a range of colors within a color spectrum;
placing the LED system to affect an object with the light, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display;

generating the light so as to illuminate at least a portion of the object; and

varying the color of the generated light over a period of time so that an observer perceives a change in color associated with the object being affected by the generated light due to a selective color interaction between the generated light and the object.

76. (New) An illumination method, comprising acts of:
providing an LED system to generate light of a range of colors within a color spectrum;
placing the LED system to affect an object with the light, the object being selected from the group consisting of a display case, a vending machine, a beverage container, and an advertising display;
generating the light so as to illuminate the object; and
varying the color of the generated light over a period of time so that the observer perceives an illusion of motion in at least a portion of the object being affected by the generated light due to a selective color interaction between the generated light and the object.
